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TEN GREAT REASONS TO ATTEND THE DEFENSE SYSTEMS MANAGEMENT COLLEGE!

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Our satisfied students say . . .

Instructors were excellent, in many cases superior to those I had in other graduate schools.

I now understand the big picture and how it all fits together.

These courses DIRECTLY relate to my job!

Helped me understand how many of the basic directives have changed and provided a good basis for identifying likely PM difficulties and challenges.

A chance to catch up with my classmates! I could focus on my weak areas. A real success story!

A lot of information very quickly!

Scenarios and examples were solid and easy to follow from a business perspective.

Provided a systematic approach to many things I've been trying to do for years.

Speakers were "on the money," and complemented each other's specialties.

With no previous acquisition experience, I am confident going into the program office.

We help executives network with current and future leaders in the Defense Department, defense industry, and Congress—in the classroom and out.

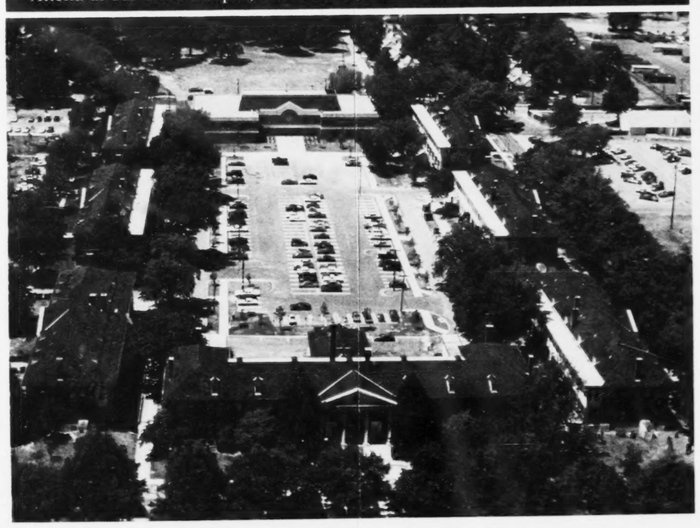
We're the only college that specializes in defense systems acquisition management research and information—anywhere in the world.

Besides our 20-week premiere Program Management Course, we offer 21 short courses and workshops.

- Advanced International Management Workshop
- Contract Finance for Program Managers Course
- Contract Management for Program Managers Course
- Contractor Performance Measurement Course
- Defense Manufacturing Management Course
- Executive Management Course
- Executive Refresher Course in Acquisition Management
- Fundamentals of Systems Acquisition Management Course
- Management of Acquisition Logistics Course
- Management of Software Acquisition Course
- Multinational Program Management Course
- Program Managers Briefing Course
- Selected Acquisition Report Course
- Systems Acquisition for Contracting Personnel
- Systems Acquisition Funds Management Course
- Systems Acquisition Management for General/Flag Officers
- Systems Engineering Management Course
- Technical Managers Advanced Workshop
- Test and Evaluation Management Course
- Total Quality Management Course
- Total Quality Management Workshop

Congress thinks our curriculum so valuable it made attendance of our Program Management Course mandatory for every program manager of every major defense system—as prescribed by the FY86 Defense Authorization Act. You have the opportunity to do the same.

Attend at our main campus, Fort Belvoir, VA . . . or at our four regional sites.



Industry participants visit operational sites here and overseas to learn firsthand how weapons perform in the field and to meet the user "face to face." Defense personnel visit defense manufacturing sites to see what the "other side" does.

Industry visits have included . . .

- San Diego, CA and Norfolk, VA — Cruisers, aircraft, subs, destroyers and battleships
- Fort Stewart, GA and Fort Hood, TX — M1 Tank, Bradley Fighting Vehicle, Huey helicopter, Appache AH-64 helicopter
- Cape Kennendy, FL — Space shuttle and Titan launch
- El Toro, TX — F/A-18 fighter aircraft
- March AFB, CA — KC-10 aircraft
- Edwards AFB, CA — F-15, F-16 and B-1 aircraft; space shuttle
- Germany — East/West Border, Berlin, Bitberg AFB, Bonn and Munich — 11th Cavalry, 2nd Armored Cavalry, M1 tank, Bradley Fighting Vehicle, F-15, F-16, A-10, EC-130 and F-4 aircraft; and various defense industry and aerospace companies

Distinguished Guest Lecturers have included . . .

- Secretaries of Defense, Deputy Secretaries, Undersecretaries, Assistant Secretaries and Deputy Assistant Secretaries
- Secretaries of the Army, Navy and Air Force
- Joint Logistics Commanders
- Undersecretaries of Defense (Acquisition)
- Undersecretaries of the Navy and Army
- Joint Chiefs of Staff
- Deputy Commanding General for Research Development and Acquisition (RD&A)
- CEO's and vice presidents from defense industry

One of our frequent speakers over the years . . . Mr. Norman R. Augustine.

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Some of our regular users include . . .

AAI
AEROJET
AT&T
BOEING
E-SYSTEMS
EATON
FMC
FORD AEROSPACE
GENERAL DYNAMICS
GOODYEAR AEROSPACE
GRUMMAN AEROSPACE
GTE GOVERNMENT SYSTEMS
HARRIS
HERCULES
HONEYWELL
HUGHES
IBM
ITEK
ITT
LOCKHEED
LTV AEROSPACE AND DEFENSE
MAGNAVOX
MARTIN MARIETTA
McDONNELL DOUGLAS
NEWPORT NEWS SHIPBUILDING
NORTHROP
PRATT AND WHITNEY
RAYTHEON
ROCKWELL INTERNATIONAL
SIKORSKY
SPERRY
SYSTEMS DEVELOPMENT
TEXAS INSTRUMENTS
UNISYS
UNITED TECHNOLOGIES
. . . and of course our biggest user is the Department of Defense.

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Students get the chance to interact with distinguished guest lecturers from the highest levels of the Defense Department, Congress, industry and program offices—and remember, frank and candid exchanges occur because, ''non-attribution'' is practiced here.

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David S. Packard—one of the brightest industrialists in America ''invented'' us in 1971 while Deputy Secretary of Defense. We now offer 19 courses at 5 different sites—St. Louis, MO, Los Angeles, CA, Boston, MA, Hunstville, AL, and our main campus Fort Belvoir, VA. Our ''flagship'' is the twenty-week Program Management Course.

Honorable David Packard

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Industry students learn the government perspective of acquisition while sharing their industry view with government students—with better understanding as the product for both.

7

Your executives have informal lifetime access to advice and counsel from DSMC faculty—''just call us up.''

8

You're in ''good company'' with some of our past participants—over 55 companies and corporations and thousands of attendees in our Program Management Course alone, since 1985.

9

In addition to educational courses, we offer a broad range of services such as research, publications, conferences and symposia—all related to improving defense.

We have special events throughout the year to enrich the curriculum, such as the DSMC Alumni Symposium, the Army Acquisition Leadership Conference, Acquisition Research Symposium, US/FRG/UK Symposium and various executive workshops.

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Your organization gets a better-trained, more flexible employee each time a course is completed.

Call (703) 664-1054 or AV 354-1054 for information or please photocopy → this panel and mail to:
DSMC
DCOS-AP-ST
Building 209
Fort Belvoir, VA 22060-5426

Yes! I want more details about the curriculum at DSMC.

- ☐ Please send me your latest college catalog.
- ☐ Please send me an up-to-date academic schedule showing course offerings and dates.
- ☐ Please send me information on your publications.
- ☐ Tell me about your Research Fellowship Program for Lieutenant Colonels and Commanders in cooperation with the Harvard Business School.
- ☐ Please consider me for your permanent mailing list.

Name: _____

Rank/Grade/Title: _____

Agency/OfficeAddress: _____

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Phone (Work): _____
(Home): _____

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